

# Huddersfield Town

## Press release



*Date: 11/8/2011*

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### *Town ready to host Armitage Sykes' 'Business Minds'*

*Huddersfield Town and Armitage Sykes are today celebrating the signing of a new partnership deal for the 2011/12 npower League 1 season.*

*Huddersfield based solicitors Armitage Sykes is one of the largest firms in the Huddersfield and surrounding areas. Their work within the local area fits perfectly with Town's remit as 'The Yorkshire Club'.*

*Together a new initiative will be launched for the 2011/12 season known as the 'Business Minds' box. The scheme is an invitation-only event, which will bring together some of the greatest business thinkers in the region on Town match days to listen to one key note speaker. The 'Business Minds' box will operate on ten match days throughout the season starting with Tranmere on Saturday 10 September. Other notable games include Preston North End, Sheffield United and Charlton Athletic.*

*Ten people will occupy the box on a match day, including two representatives from Armitage Sykes and one Huddersfield Town Director. All delegates will have the opportunity to enjoy some food ahead of the action on the field. Welcome to Yorkshire's Marketing Director Peter Dodd is confirmed as the first 'guru' and will talk about Welcome to Yorkshire and the work they do within Yorkshire before answering some questions from the guests.*

*Armitage Sykes was established over 250 years ago and is one of the largest firms in the Huddersfield area. They have two offices in Huddersfield and one in Brighouse all offering a variety of legal services to both individual and business clients. Some of their services include advice on employment matters, commercial property and residential conveyancing.*

*Huddersfield Town Commercial Director Sean Jarvis commented:*

*"We are delighted to welcome a proud Huddersfield based company into our 'family' of partners. Like ourselves they do a lot of work within the local area with businesses and organisations.*

*He added: "We have put a lot of emphasis on the matchday experience for our fans this season and I envisage that the 'Business Minds' box could be one of the most successful and interesting initiatives that we run this year and I am already looking forward to Peter Dodd's speech at the Tranmere game. The 'Business Minds' box follows other successful projects we have done with our partners including the David Brown Go-Kart challenge and the upcoming 'Pitch In' project with Marshalls."*

*Armitage Sykes' Liz Boardall commented:*

*"We are delighted to be a partner of Huddersfield Town; their business network has expanded rapidly over the last couple of years and we are happy to support its growth. We wish them all the best on the field throughout the season and hope that the 'Business Minds' box will be a match day initiative for seasons to come."*

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### **About Huddersfield Town**

Formed in 1908, Huddersfield Town has one of the proudest histories of any club in English football. Recognised as one of the most successful English clubs of all time, we were the first to win the English League title three times in a row in 1924, 1925 and 1926. This is a feat that has only been repeated by three other teams; Arsenal, Manchester United and Liverpool.

The Club embarked upon a 'New Era' when Dean Hoyle became Chairman in 2009. We are the Yorkshire Club and have formed innovative partnerships with Kirklees College, Thornton + Ross and Umbro to name a few. Our unique collaboration with charity the Yorkshire Air Ambulance has raised over £370,000 since its inception in 2009.

*During the 'New-Era', Huddersfield Town has been nominated for an impressive nine accolades at the Football League Awards, scooping the titles of 'Family Club of the Year' and 'Best Matchday Programme' as well as being highly commended in the Marketing and Community categories.*

*The current Football League Independent Supporters Survey ranks Huddersfield Town first out of all 72 Clubs at communication with supporters, attracting new fans and creating a matchday experience.*

*A ten point pledge has been outlined by the Board of Directors which underpins the Club's values. Those pledges are:*

*honesty, integrity, trust, commitment, quality, pride, respect, character, value and success.*

*Simply, our history serves as an inspiration for our future as we build a Club that our supporters can be proud of.*

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*Twitter – [@htafcdotcom](https://twitter.com/htafcdotcom)*

*Facebook – [www.facebook.com/officialhuddersfieldtown](https://www.facebook.com/officialhuddersfieldtown)*



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